

**Supplemental Statement**  
**Pursuant to the Foreign Agents Registration Act of**  
**1938, as amended**

For Six Month Period Ending 11/30/2012

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

Lou Hammond & Associates, Inc.

5935

(c) Business Address(es) of Registrant

39 East 51st Street  
New York, NY 10022

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

NSD/CES/REGISTRATION  
UNIT  
2013 JAN -3 AM 11:09

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☒

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Kristin Hutton	330 E65th St., NY, NY 10065	USA	Vice President	6/1/2012
Christa Romano	373 6th Ave, NY, NY 10014	USA	Account Executive	6/1/2012
Lauren Pike	22 Centre St., Rye, NY 10508	USA	Coordinator	6/1/2012

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Bermuda Department of Tourism

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

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### III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

- 1) Preparation of material promoting tourism
- 2) Contact w/ media to place material before traveling public
- 3) Organize press trips
- 4) Organize special events

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

#### IV - FINANCIAL INFORMATION

**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
6/1/2012 to 11/30/2012	Bermuda Dept. of Tourism	Public Relations Services	\$268,779.36

Please see attached schedule

\$268,779.36

Total

**(b) RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
6/1/2012	Bermuda Dept. of Tourism	Phone calls	\$64,779.36
11/30/2012		Faxes	
		Fedexes	
		Photocopies	
		Postage	
		Printing	
		Messengers	
		Taxis	
		Airfares	
		Hotels	

Please see attached schedule

\$64,779.36

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Bermuda Department of Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts    ☐ Magazine or newspaper    ☐ Motion picture films    ☐ Letters or telegrams  
☐ Advertising campaigns    ☐ Press releases    ☐ Pamphlets or other publications    ☐ Lectures or speeches  
☒ Other (specify) Media visits, Press Trips

**Electronic Communications**

☒ Email

☐ Website URL(s): \_\_\_\_\_

☐ Social media websites URL(s): \_\_\_\_\_

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials    ☐ Newspapers    ☐ Libraries  
☐ Legislators    ☐ Editors    ☐ Educational institutions  
☐ Government agencies    ☐ Civic groups or associations    ☐ Nationality groups  
☐ Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

☒ English    ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

12-27-2012(Print or type name under each signature or provide electronic signature<sup>13</sup>)Lois Ann Hammond

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

**BERMUDA DEPARTMENT OF TOURISM  
INVOICES FROM 6/1/2012 to 11/30/2012**

<b>DATE</b>	<b>RETAINER</b>	<b>OUT-OF-POCKET</b>
6/1/2012	34,000.00	
6/22/2012		14,349.52
7/2/2012	34,000.00	
7/25/2012		8,726.08
8/1/2012	34,000.00	
8/27/2012		3,340.43
9/3/2012	34,000.00	
9/25/2012		3,619.46
10/4/2012	34,000.00	
10/5/2012		25,000.00
10/25/2012		3,049.44
11/1/2012	34,000.00	
11/26/2012		6,694.43
<b>TOTAL</b>	<u>204,000.00</u>	<u>64,779.36</u>



**LOU HAMMOND & ASSOCIATES**

**DATE:** July 11, 2012

**TO:** William Griffith; Ann Shutte; Amanda Dempsey; Ann White; Stacey Evans;  
Ernestine Evans-Caines  
Bermuda Department of Tourism

**FROM:** Terence Gallagher; Kristin Hutton; Lauren Pike  
Lou Hammond & Associates

**CC:** Lou Hammond; Stephen Hammond

**RE:** Activity Report – June 2012

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Bermuda Department of Tourism for the month of June 2012.

**GENERAL ACTIVITIES**

Agency participated in weekly conference calls with client and provided agendas and call reports on the same.

Agency continues to update LH&A Facebook, Twitter and Bermuda Twitter pages as well as LH&A website with client releases and images.

Agency provided client with relevant media clips.

**WRITTEN MATERIALS**

**THE HON. MINISTER WAYNE FURBERT ATTENDS CARIBBEAN WEEK IN NEW YORK CITY**

Agency drafted release for local media.

**ABC'S "THE BACHELORETTE" GENERATES AMPLE MEDIA COVERAGE FOR BERMUDA**

Agency drafted release for local media.

**BERMUDA TOURISM HONOURS JOHN LAYFIELD**

Agency drafted release for local media.

## **BERMUDA VISITORS CAN ENJOY FREE NIGHTS THROUGH OCTOBER 30<sup>TH</sup>**

Agency drafted and distributed release to target media.

## **BERMUDA TRAVEL PACKAGES ON SALE FOR 30<sup>TH</sup> ANNUAL PGA GRAND SLAM OF GOLF**

Agency drafted and distributed release to target media.

## **ENTER TO WIN A ROMANTIC GETAWAY FOR TWO IN BERMUDA**

Agency drafted and distributed to target bloggers.

Agency developed speaking and/or copy points regarding the following:

- **JOHN LAYFIELD INTRODUCTION – June 6**
- **NEW YORK CITY MEDIA MARKETPLACE SPEAKING POINTS – June 5**
- **ADVERTORIAL FOR FUSEIDEAS UTILIZATION**

## **KEY HIGHLIGHTS/COVERAGE**

AOL – 20 Reasons to Visit Bermuda Now

AIRTRAN – Marine Core

BUDGET TRAVEL – 13 Spas with Breathtaking Views

CANADA.COM – World Class Walking Tours

CBS THIS MORNING – Peter Greenberg: Bermuda Perfumery

GARDEN + GUN – Paradise Proper

HUFFINGTON POST – To Find the Real Bermuda Follow the Food

MSNBC.COM – 13 Spas with Breathtaking Views

NATIONAL POST – Newport Bermuda Race

NEWS OBSERVER – World Class Walking Tours

PALM BEACH POST – 13 Spas with Breathtaking Views

PEOPLE – Geri Halliwell in Bermuda Photo

SEATTLE TIMES – World Class Walking Tours

SUCCESSFUL MEETINGS - Bermuda

TRAVEL + LEISURE – Grand Slam Package

YAHOO TRAVEL – 10 Spas with Breathtaking Views

## **NEWS BUREAU**

Agency sent a specialized pitch on the PGA Grand Slam Packages to target media. A media sampling includes:

- About.com
- *AM New York*
- AOL
- Associated Press
- *Atlanta Journal-Constitution*
- *avidgolfer*

- *Baltimore Sun*
- *Boston Globe*
- *BudgetTravel.com*
- *Business Travel News*
- *Canadian Travel Press*
- *Chicago Sun-Times*
- *Chicago Tribune*
- *CNN*
- *Concierge.com*
- *Daily Candy*
- *ESPN Golf Blog*
- *Executive Golfer*
- *Fairways & Greens East*
- *Fore*
- *Frommers.com*
- *Gadling*
- *Golf Digest*
- *Golf Fitness Magazine*
- *Golf Magazine*
- *Golf Resort News*
- *Golf Tips*
- *Golf Today Magazine*
- *Golf Traveler*
- *GolfChannel.com*
- *Golfer's Guide*
- *Golfing Magazine*
- *GolfStyles New England*
- *Golfweek*
- *Hartford Courant*
- *Houston Chronicle*
- *Links Magazine*
- *Metro Boston*
- *Miami Herald*
- *Montreal Gazette*
- *New England Golf Monthly*
- *New York Daily News*
- *New York Post*
- *New York Times*
- *Nicklaus*
- *NY1*
- *Orlando Sentinel*
- *Ottawa Citizen*
- *Palm Beach Post*
- *Philadelphia Inquirer*

- [ShermansTravel.com](http://ShermansTravel.com)
- [SmarterTravel.com](http://SmarterTravel.com)
- *St. Louis Dispatch*
- *Star Tribune*
- *The 19th Hole*
- *The Golfer*
- *The Met Golfer*
- *Time Out NY*
- *Toronto Sun*
- [Travelandleisure.com](http://Travelandleisure.com)
- [TravelingGolfer.net](http://TravelingGolfer.net)
- *USA Today*
- *Vancouver Sun*
- *Wall Street Journal*
- *Washington Post*
- [WorldGolf.com](http://WorldGolf.com)
- Yahoo!

Agency sent a specialized pitch on Endless Summer activities. A media sampling includes:

- ABC NEWS
- [About.com](http://About.com)
- Access Hollywood
- *am New York*
- Associated Press
- *Atlanta Journal-Constitution*
- *Baltimore Magazine*
- *Baltimore Sun*
- *Boston Globe*
- *Boston Herald*
- Celebrity Bulletin
- *Entertainment Newswire*
- [FOXNews.com](http://FOXNews.com)
- Gawker
- *Gothamist*
- Huffington Post
- [iVillage.com](http://iVillage.com)
- [Maxim.com](http://Maxim.com)
- *Metro Boston*
- *Metro New York*
- MTV Buzzworthy Blog
- *New York Post*
- *Newsweek*
- *New York Magazine*

- *People*
- *Pixie*
- *PopEater*
- *Star Magazine*
- *Time Out New York*
- *TMZ.com*
- *TV Guide Magazine*
- *TVGuide.com*
- *Us Weekly*
- *Vulture*
- *Watch!*
- *Yahoo!*

Agency sent a specialized pitch on romantic getaway in Bermuda to bloggers. A media sampling includes:

- A LUXURY TRAVEL BLOG
- A Guy in New York
- About.com – Susan's Honeymoons/Romantic Travel Blog
- About.com/Teresa's Family Travel Vacations
- Amateur Traveler
- Away.com
- Bing Travel
- Boing Boing
- Boots'n'All
- Carry On (T&L)
- Chris Around the World
- Christabelle's Closet – The Blog
- CNBC Road Warrior
- *CNT*
- Conde Nast Traveler, Perrin Post
- Daily Beast
- Daily Traveler (CNT.com)
- Deadspin
- Direct Flight (Newsday.com)
- Elliot.org
- Europe Up Close
- Everything, Everywhere
- Everywhereist
- Examiner.com
- Eye For Travel
- Family Travel Forum
- Family Vacation (Shermans Travel.com)
- FATHOM

- Fodor's
- Forbes Travel
- Frommers
- Gadling
- Gawker
- Get Outta Here!
- Globorati
- Gothamist
- Hotel Chatter
- Hotel Scoop
- Huffington Post
- In Transit
- Jaunted
- Jezebel
- Johnny Jet's Travel Blog
- Life.Love.Couture
- Lonely Planet
- Lost Girls (Travel Channel), Shermans Travel.com
- Mark Kahler's Budget Travel Blog
- Momma's Gone City
- My Urban Sherpa
- New & Noteworthy
- New World Review
- OffMetro.com
- On the Go
- *Palm Beach Post*
- Petergreenberg.com
- Road Warrior Freelancer
- Smarter Travel
- T Magazine Blog
- Taking the Kids
- The cranky flier
- The Luxury Spot
- The Middle Seat Terminal
- The Vacation Gals
- The Window Seat
- The Verge
- Travel Agent Blogs
- Travel and Food Notes
- Travelpost
- Uptake Travel Blog
- USA Today
- VagablonD
- View from the Wing



- Walking Off the Big Apple
- Wanderlust
- Wandermelon.com
- World Hum Travel Blog

## **MEDIA CONTACT**

### **NEW YORK MAGAZINE**

Agency pitched Bermuda's spas for an article on honeymoon destinations. Agency to follow up.

### **SRQ – IYNA CARUSO**

Agency pitched fall/winter in Bermuda to Caruso for SRQ, an upscale lifestyle publication. Agency to track for coverage.

### **ABCNEWS.COM**

Agency pitched Cambridge Beaches to ABCNews.com for adult only resorts. Agency to track for coverage.

### **DELTA SKY – ROLAINE OSSMAN**

Ossman writing story on Bermuda for August issue of Delta Sky. Agency provided her image bank for story. Agency to track for coverage.

### **LINA ZELDOVICH – FREELANCE**

Agency provided Freelance writer Lina Zeldovich with John Lennon information for Fox.com. Communication continues regarding pending coverage.

### **JAY CLARKE – MIAMI HERALD**

Agency provided Miami Herald Editor Jay Clark with new air arrival information for possible inclusion. Coverage is pending

### **BOB REDFERN – OUTDOOR MAGAZINE**

Agency provided Producer Bob Redfern with promotional video for his website. Communication continues regarding future coverage.

### **DAVID HILLHOUSE – SLAM MAGAZINE**

Agency provided SLAM Magazine freelance contributor David Hillhouse with copy for June article.

### **BLAIR HOWARD – ABOUT.COM**

Agency provided About.com Golf Writer Blair Howard with photos for website and book inclusion. LHA to follow up regarding coverage.

### **KEN DICAMILLO – WILLIAM MORRIS AGENCY**

Agency hosted Ken DiCamillo at Elbow Reach at a media rate. DiCamillo is an agent at William Morris and proposed working together with celebrities in the future.

**DAVID LAHUTA – ISLANDS MAGAZINE**

Agency worked with David Lahuta and W. Griffith for “Bermuda Triangle” article in Islands Magazine. LHA to track coverage for client review.

**PROJECTS/EVENTS****THE BACHELORETTE – TRIP GIVEAWAY CONTEST**

Agency pitched contest to entertainment and travel blogs. Agency continued to follow up on pitch and compiled summary of media coverage of Bachelorette for Client review. Client announced winners of contest. Winners had some issues with the prize. T.G. drafted response to winners for Client.

**WOR RADIO – ARTHUR AND PAULINE FROMMER**

Agency received remote broadcast opportunity in Bermuda from WOR Radio’s Pauline Frommer. Agency awaiting proposal from WOR Radio and will send to client for consideration.

**BLUE REALM**

Agency contacted by Discovery Channel Producer Danny Mauro to film show in Bermuda. Mauro planning to film in Bermuda from September 4-14; highlighting Bermuda’s environmental efforts. Grotto Bay offered a media rate of \$99 for 3 rooms for 10 nights. Client considering supporting hotel and meals.

**TRAVEL WITH KAL GOLF SHOW – ADAM BARBOZA, JUNE 19**

Agency arranged interview between *Travel with Kal’s* Kal London and Adam Barboza for June 19 golf show. Agency received positive feedback from Barboza.

**ABC – TV’S “GLASS HOUSES”**

Agency contacted by ABC TV regarding new show, “Glass Houses.” Show’s producers looking for destinations for prize trips. Agency to see how show is perceived before discussing involvement.

**MEDIA VISITS****ELIZABETH WOODSON; DELTA SKY (SPANISH SECTION); JUNE 22-24, 2012**

Agency liaised with Elizabeth regarding interest in June travel to Bermuda. Elizabeth would like to do a section on Bermuda for the new Spanish section of Delta Sky. Elizabeth pitching editors at English publications. Awaiting update and will liaise with Client as appropriate.

**MICHAEL ZUFOLO; LETS TRAVEL! MAGAZINE – JUNE 28-JULY 3, 2012**

Agency liaised with Michael Zufolo regarding his June 28 – July 3 visit to Bermuda. Agency provided rooms at the Fairmont and liaised with on island team to coordinate an itinerary. Zufolo interviewed Minister for online and radio show placement. Agency to track coverage and update Client as appropriate.

## **EDITORIAL CALENDAR**

Agency forwarded the following editorial calendar opportunities on behalf of Bermuda Department of Tourism.

AARP The Magazine	Travel and leisure: Peter Greenberg's value travel.
Angeleno	Fall and winter travel: biannual roundup of dream and luxury destinations around the world and in your own backyard.
Arthur Frommer's Budget Travel	In every issue: real deals
Caribbean Travel + Life	Five Caribbean retreats: yoga and spiritual
Caribbean Travel + Life	Five Caribbean retreats: weight loss and more
Coast Magazine	In every issue: travel: luxury vacation locales near and far
Destination Weddings & Honeymoons	Honeymoon preview: hot spots, hotels, resorts and trends
Espaces	10 Family - weekend destinations
Private Clubs	Golf: the game's most underrated players, clubs, getaways.
Recreation News	Monthly columns: family travel.
Robb Report	In every issue: core departments: journeys: an in-depth look at exclusive and exotic destinations from around the globe.
Southland Golf	Directories: stay-and-play packages.
Travel and Leisure	World's best spas.
Travel Agent Magazine	Accommodations: family travel
Travelgirl	In every issue: blissful spa reviews
Robb Report Collection	Travel: Destination Spas (May)
Boston Globe	Fall Travel Issue
Houston Chronicle	Gloss: Luxury Lifestyle Publication
Bridal Guide	World-Wide Stretch-your-dollar Destinations
New York Magazine	Winter Travel
Modern Luxury	Fall & Winter Travel Special

####

#### **KATHY WITT; EXAMINER – SEPTEMBER 12 – 14**

Agency contacted by Kathy Witt regarding upcoming Bermuda trip. Agency to follow up to see what assistance she will need.

#### **GROUPS INDIVIDUAL VISIT**

Agency to push for groups and incentives individual media trips to the island. Communications continue.

#### **PRESS TRIPS**

##### **JOHN LENNON DOUBLE FANTASY TRIBUTE – JUNE 19-22, 2012**

Agency developed invitation and target media list for trip with focus on John Lennon exhibit unveiling at Masterworks Museum of Bermuda Art. LHA secured the following media to attend the press trip:

- Linda Laban, *Metro Boston*
- Kai MacMahon, *Jaunted*
- Jane MacDougall, *The National Post*

Agency sent M. Monagan on trip, followed up with each journalist post-visit and continues to track coverage for client review.

##### **CUP MATCH PRESS TRIPS – AUGUST 2-5, 2012**

Agency developed invitation and target media list for trip with focus on Cup Match and Emancipation Day. Agency to secure media, liaise with on-island team for itineraries and send LHA member to assist and support media on-island.

##### **PGA GRAND SLAM PRESS TRIP – OCTOBER 22-24**

Agency developed invitation and target media list for trip with focus on PGA Grand Slam at Port Royal Golf Course. Agency to liaise with Client as appropriate.

#### **HOT TIPS**

Agency provided the following “HOT TIPS” media leads and contacts to the client.

**Lou Hammond & Associates** was seeking anything new or upcoming at properties for possible summer release inclusion. LHA received information from multiple hotels.

#### **MISCELLANEOUS**

- Agency drafted Facebook post on Peter Greenberg Bermuda Perfumery segment. Client approved post for social media utilization.
- Agency contacted Dan Jacobs to see how LHA can support Triple Crown fishing contest. LHA provided client with feedback as appropriate.
- Agency reached out to Fairmont Southampton to see if they can take pictures of Win McMurry, model, when she is there for catalog shoot. Agency to follow up.



**LOU HAMMOND & ASSOCIATES**

**DATE:** August 13<sup>th</sup>, 2012

**TO:** William Griffith; Ann Shutte; Amanda Dempsey; Ann White; Stacey Evans;  
Ernestine Evans-Caines  
Bermuda Department of Tourism

**FROM:** Terence Gallagher; Kristin Hutton; Lauren Pike  
Lou Hammond & Associates

**CC:** Lou Hammond; Stephen Hammond

**RE:** Activity Report – July 2012

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Bermuda Department of Tourism for the month of July 2012.

**GENERAL ACTIVITIES**

Agency participated in weekly conference calls with Client and provided agendas and call reports on the same.

Agency continues to update LH&A Facebook, Twitter and Bermuda Twitter pages as well as LH&A website with client releases and images.

Agency provided client with relevant media clips.

Agency hosted meetings and incentives journalists for a breakfast with the Minister at LH&A.

**WRITTEN MATERIALS**

**BERMUDA OFFERS GOLF LOVERS SPECIAL PACKAGES TO JOIN OPEN CHAMPIONSHIP WINNER ERNIE ELS AT 30<sup>TH</sup> ANNUAL PGA GRAND SLAM OF GOLF**

Agency drafted release for target media.

**BERMUDA SERVES UP WORLD-CLASS CHAMPIONS AT ANNUAL BERMUDA BEACH TENNIS TOURNAMENT (Aug. 24-26)**

Agency drafted release for local media.

**BERMUDA DEPARTMENT OF TOURISM PROMOTES ISLAND  
AS IDEAL FOR MEETINGS AND INCENTIVE GROUPS**

Agency drafted and distributed to target media.

**BERMUDA DEPARTMENT OF TOURISM RETAINS EYES2MARKET FOR  
REPRESENTATION IN GERMANY, AUSTRIA AND SWITZERLAND**

Agency drafted for client.

**BERMUDA VISITORS CAN ENJOY FREE NIGHTS THROUGH OCTOBER 30<sup>TH</sup>**

Agency drafted and distributed release to target media.

**KEY HIGHLIGHTS/COVERAGE**

ABC THE VIEW – Peter Greenberg – Bermuda Perfumery  
AM NEW YORK –Hotel Deals from Coast to Coast  
AMERICAN WAY – Shorts Circuit  
CHICAGO TRIBUNE – Bermuda Hotels Offering a Free Night  
CONNECTICUT BRIDE – Sunny Sanctuary  
ELITE TRAVELER – Leaders in Luxury: Minister Wayne Furbert, JP, MP  
JAUNTED – ‘Double Fantasy’: The Link Between Bermuda + John Lennon  
JAUNTED - Golfing Bermuda: More than Just the PGA  
JAUNTED – Diving Bermuda from Vintage Wrecks to Rocky Lighthouses  
JAUNTED – 5 Things You’ve Just Gotta See in Bermuda  
SEATTLE TIMES – Save Money, See the World, On Walking Tours  
THE RESIDENT – The Resident Goes Traveling: Beautiful Bermuda  
TRAVEL AGENT CENTRAL – Luxury, Sports and Revamped Beaches Among  
Bermuda’s 10 year Plan; Casinos a Maybe  
TRAVEL WEEKLY – Bermuda to Target Groups, Meetings Market

**NEWS BUREAU**

Agency sent a specialized pitch on meetings and incentives to target media. A media sampling includes:

- About.com
- *AM New York*
- AOL
- Associated Press
- *Atlanta Journal-Constitution*
- *Baltimore Sun*
- *Boston Globe*
- BudgetTravel.com
- *Business Travel News*
- *Canadian Travel Press*

- *Chicago Sun-Times*
- *Chicago Tribune*
- CNN
- Concierge.com
- *Condé Nast Traveler*
- Daily Candy
- Daily Traveler (CNT.com)
- Examiner.com
- Fodor's
- Frommers.com
- Gadling
- *Hartford Courant*
- *Houston Chronicle*
- *Huffington Post*
- *Links Magazine*
- *Meetings and Conventions*
- *Metro Boston*
- *Miami Herald*
- *Montreal Gazette*
- *New York Daily News*
- *New York Post*
- *New York Times*
- NY1
- *Orlando Sentinel*
- *Ottawa Citizen*
- *Palm Beach Post*
- *Philadelphia Inquirer*
- ShermansTravel.com
- SmarterTravel.com
- *St. Louis Dispatch*
- *Star Tribune*
- *Successful Meetings*
- *Time Out NY*
- *Toronto Sun*
- Travelandleisure.com
- Travel Agent
- Travel Weekly
- *USA Today*
- The Vacation Gals
- *Vancouver Sun*
- *Wall Street Journal*
- *Washington Post*
- Yahoo!

Agency sent a specialized pitch on Endless Summer activities. A media sampling includes:

- ABC NEWS
- About.com
- Access Hollywood
- *am New York*
- Associated Press
- *Atlanta Journal-Constitution*
- *Baltimore Magazine*
- *Baltimore Sun*
- *Boston Globe*
- *Boston Herald*
- Celebrity Bulletin
- *Entertainment Newswire*
- FOXNews.com
- Gawker
- *Gothamist*
- Huffington Post
- iVillage.com
- Maxim.com
- *Metro Boston*
- *Metro New York*
- MTV Buzzworthy Blog
- *New York Post*
- *Newsweek*
- *New York Magazine*
- *People*
- Pixie
- PopEater
- *Star Magazine*
- *Time Out New York*
- TMZ.com
- *TV Guide Magazine*
- TVGuide.com
- *Us Weekly*
- Vulture
- *Watch!*
- Yahoo!



## **MEDIA CONTACT**

### **T+L DECODER – ST. GEORGE’S, HAMILTON**

Agency drafted pitch for *T+L*’s Decoder on St. George’s and Hamilton. Agency to update Client with results.

### **JOE PIKE – TRAVEL AGENT**

Joe Pike attended media breakfast with Minister. Pike followed up with further questions. Agency liaised with Client to provide some information and provided photos. Agency to track possible coverage and update Client as appropriate.

### **CANADIAN TRAVELER MAGAZINE**

Agency informed that *Canadian Traveler Magazine* interested in story featuring “Hot Plates” and “Hot Buys.” Client chose to submit Fish Chowder and Rum Cakes. Agency to follow up and update Client as appropriate.

### **IYNA CARUSO – SOTHEBY’S INTERATIONAL REALTY’S LIFESTYLE PUBLICATION**

Agency contacted by Caruso regarding information for upcoming article on Bermuda for Sotheby’s Publication. Agency provided information to Caruso and will update Client on coverage.

## **PROJECTS/EVENTS**

### **MINISTER FURBERT BREAKFAST**

Agency hosted breakfast in New York for Minister Furbert and meetings trade media. Media in attendance included:

- Joe Pike, Travel Agent
- Vincent Alonzo, Successful Meetings
- Johanna Jainchill, Travel Weekly
- Doug Gollan, Elite Traveler

Post breakfast Minister had a phone interview with Greg Oates of *Prevue*. Agency tracking continuing coverage and will send to Client as appropriate.

### **PGA GRAND SLAM RETAIL PARTNERSHIPS – CHELSEA PIERS, NY GOLF CENTER, REGIONAL SPORTING GOODS STORES**

Agency outreaching to potential retail partners to promote tournament.

### **DESTINATION PARTNERSHIPS – LACOSTE, VINEYARD VINES**

Agency outreaching to Lacoste to see possibilities for partnering with island beachwear line. Agency to update Client as appropriate.

### **SAND SCULPTURE COMPETITION – PHOTO DISTRIBUTION**

Agency to pitch photos of the competition post contest.

### **BERMUDA NATIONAL TRUST**

Agency suggested a release promoting private tours of Bermuda National Trust to push cultural heritage on the island. Communications continue.

### **BRAND LAUNCH UPDATE**

Client informed Agency that the new brand launch is set for August 14<sup>th</sup>. Client to continue updating Agency as more information is available. Agency to support with on-island media and NY media.

### **ISLAND CHEF VIDEOS**

Agency suggested pitching a chef from the island for the Today Show. Agency needs video of chef to pitch. Communications continue.

### **MEDIA VISITS**

#### **ELIZABETH WOODSON; *DELTA SKY* (SPANISH SECTION); JUNE 22-24, 2012**

E. Woodson visited the island and now has an assignment with *Coastal Living*. Woodson sought reimbursement of airfare. Agency/Client decided against it. Agency followed up with Woodson.

#### **KATHY WITT; EXAMINER.COM– SEPTEMBER 12 – 14**

Agency working with Kathy Witt regarding upcoming Bermuda trip. Agency followed up to provide an attractions letter. Agency to follow up with journalist and on-island team as appropriate.

### **GROUPS INDIVIDUAL VISIT**

Agency to push for groups and incentives individual media trips to the island. Communications continue.

### **PRESS TRIPS**

#### **JOHN LENNON DOUBLE FANTASY TRIBUTE – JUNE 19-22, 2012**

Agency followed up with media post-visit and received positive feedback. Agency has seen extensive coverage and will continue to track.

#### **CUP MATCH PRESS TRIP – AUGUST 2-5, 2012**

Agency secured media for Cup Match Press Trip:

- Vanessa Pinniger, *Vancouver Sun*
- Linda Nathan, *New York Magazine*
- Rebecca Prusinowski, *Paper Magazine*
- Alison Lewis, *Healthy Travel*
- Stephen Choo Quan, *Trinijunglejuice.com*

Agency liaised with on-island team for itinerary. K. Hutton to accompany media on trip.

### **PGA GRAND SLAM PRESS TRIP – OCTOBER 22-24**

Agency developed invitation and target media list for trip with focus on PGA Grand Slam at Port Royal Golf Course. Agency to reach out to hotels for accommodations and golf courses for tee times. Agency to liaise with Client as appropriate.

### **JOHN LENNON CONCERT PRESS TRIP – SEPTEMBER**

Agency/Client discussed possible press trip for concert. Agency to develop invitation and liaise with on-island team. Communications continue.

### **HOT TIPS**

Agency provided the following “HOT TIPS” media leads and contacts to the client.

**Lou Hammond & Associates** was seeking any information from hotels on meeting and events packages. LHA received information from a couple of hotels.

### **MISCELLANEOUS**

- Agency/Client discussed pitching Michael Kay/Jodi Applegate picture to NY gossip columns. Agency informed Client that columns will not run picture after already posted on Facebook. In future, Agency will pitch picture prior to it being posted on Facebook or Twitter.

### **EDITORIAL CALENDAR**

Agency forwarded the following editorial calendar opportunities on behalf of Bermuda Department of Tourism.

Caribbean Travel + Life	Top spots for 2013.
Chicago Tribune	Travel special section: last chance for summer travel.
Departures Magazine	Resort: resort guide for those planning a holiday getaway: where to go and what to pack.
Destinations Weddings and Honeymoons	Honeymoon preview: hot spots, hotels, resorts and trends.
Espaces	Editorial features: fresh ideas for colourful weekends: places to go to get active.
Golfweek	Editorial features: the golf life: heartland hideaways.
Men's Fitness	Travel issue.
Miami Herald	Weekend getaways.
Private Clubs	Golf: the game's most underrated players, clubs, getaways.

Private Clubs	Indulge: what's hot, what's new in travel.
Recreation News	Monthly columns: family travel.
Southland Golf	The best of golf.
Travel + Leisure	World's best spas.
Travel Agent Magazine	Accommodations: family travel.
USA Today	Travel: leisure travel cover story.
USA Today	Travel: 10 great places.
Vacations	Sail through history and heritage.
Vacations	Beach bargains for fall.
Wall Street Journal	Off duty: adventure and travel.
Westchester Magazine	Editorial: fall escapes.
Zoomer	Focus: culinary travel.

####



**LOU HAMMOND & ASSOCIATES**

**DATE:** September 10<sup>th</sup>, 2012

**TO:** William Griffith; Ann Shutte; Amanda Dempsey; Ann White; Stacey Evans;  
Ernestine Evans-Caines  
Bermuda Department of Tourism

**FROM:** Kristin Hutton; Lauren Pike; Christa Romano  
Lou Hammond & Associates

**CC:** Lou Hammond; Stephen Hammond; Terence Gallagher

**RE:** Activity Report – August 2012

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Bermuda Department of Tourism for the month of August 2012.

**GENERAL ACTIVITIES**

Agency participated in weekly conference calls with client and provided agendas and call reports on the same.

Agency continues to update LH&A Facebook, Twitter and Bermuda Twitter pages as well as LH&A website with client releases and images.

Agency provided client with relevant media clips.

**WRITTEN MATERIALS**

**BERMUDA DEPARTMENT OF TOURISM ANNOUNCES THE LAUNCH OF A NEW  
BRANDING STRATEGY**

Agency drafted and distributed to target media

**BERMUDA OFFERS GOLF LOVERS SPECIAL PACKAGES TO JOIN PGA  
CHAMPIONSHIP WINNER RORY MCILROY AT 30<sup>TH</sup> ANNUAL PGA GRAND SLAM  
OF GOLF**

Agency drafted and distributed release to target media

## **BERMUDA HOTELS ARE OFFERING EXCLUSIVE DEALS TO VISITING CORPORATE GROUPS**

Agency drafted release for target media.

Agency developed speaking and/or copy points regarding the following:

- **BRAND LAUNCH SPEAKING POINTS – August 14**
- **GOLF CHANNEL INTERVIEW SPEAKING POINTS – August 10**

### **KEY HIGHLIGHTS/COVERAGE**

**About.com** – John Lennon Tribute in Bermuda

**Ingredients, Inc** – 7 Must Do's in Bermuda

**New York Times** – Bermuda's New Pitch is Short: 'So Much More'

**Royal Gazette** – New Branding Unveiled to Rejuvenate Tourism

**Travel + Leisure** – Bermuda Basics

**Travel + Leisure** – Top 100 Hotels

**Travel Agent** – Bermuda's 10 Year Plan

**Travel Pulse** – Bermuda Hotels Offer Golf Lovers' Packages with PGA Tickets

### **NEWS BUREAU**

Agency sent a specialized pitch on the PGA Grand Slam Packages to target media. A media sampling includes:

- About.com
- *AM New York*
- AOL
- Associated Press
- *Atlanta Journal-Constitution*
- *avidgolfer*
- *Baltimore Sun*
- *Boston Globe*
- BudgetTravel.com
- *Business Travel News*
- *Canadian Travel Press*
- *Chicago Sun-Times*
- *Chicago Tribune*
- CNN
- Concierge.com
- Daily Candy
- ESPN Golf Blog
- *Executive Golfer*
- *Fairways & Greens East*
- *Fore*

- Frommers.com
- Gadling
- *Golf Digest*
- *Golf Fitness Magazine*
- *Golf Magazine*
- *Golf Resort News*
- *Golf Tips*
- *Golf Today Magazine*
- *Golf Traveler*
- GolfChannel.com
- *Golfer's Guide*
- *Golfing Magazine*
- *GolfStyles New England*
- *Golfweek*
- *Hartford Courant*
- *Houston Chronicle*
- *Links Magazine*
- *Metro Boston*
- *Miami Herald*
- *Montreal Gazette*
- *New England Golf Monthly*
- *New York Daily News*
- *New York Post*
- *New York Times*
- *Nicklaus*
- NY1
- *Orlando Sentinel*
- *Ottawa Citizen*
- *Palm Beach Post*
- *Philadelphia Inquirer*
- ShermansTravel.com
- SmarterTravel.com
- *St. Louis Dispatch*
- *Star Tribune*
- *The 19th Hole*
- *The Golfer*
- *The Met Golfer*
- *Time Out NY*
- *Toronto Sun*
- Travelandleisure.com
- TravelingGolfer.net
- *USA Today*
- *Vancouver Sun*
- *Wall Street Journal*

- *Washington Post*
- WorldGolf.com
- Yahoo!

Agency sent a specialized pitch on the new campaign announcement. A media sampling includes:

- ABC NEWS
- About.com
- Access Hollywood
- Adage.com
- *Advertising Age*
- *Adweek*
- *am New York*
- Associated Press
- *Atlanta Journal-Constitution*
- *Baltimore Magazine*
- *Baltimore Sun*
- *Boston Globe*
- *Boston Herald*
- Celebrity Bulletin
- *Communications Arts*
- *Entertainment Newswire*
- FOXNews.com
- Gawker
- *Gothamist*
- Huffington Post
- iVillage.com
- *Marketing Magazine*
- Maxim.com
- *Metro Boston*
- *Metro New York*
- MTV Buzzworthy Blog
- *New York Post*
- *New York Times*
- *Newsweek*
- *New York Magazine*
- *People*
- *Pixie*
- PopEater
- *Recommend*
- *Star Magazine*
- *Time Out New York*
- TMZ.com



- *TV Guide Magazine*
- TVGuide.com
- *Us Weekly*
- Vulture
- *Watch!*
- Yahoo!

Additional Media Outreach includes:

- A LUXURY TRAVEL BLOG
- A Guy in New York
- About.com – Susan's Honeymoons/Romantic Travel Blog
- About.com/Teresa's Family Travel Vacations
- Amateur Traveler
- Away.com
- Bing Travel
- Boing Boing
- Boots'n'All
- Carry On (T&L)
- Chris Around the World
- Christabelle's Closet – The Blog
- CNBC Road Warrior
- *CNT*
- Conde Nast Traveler, Perrin Post
- Daily Beast
- Daily Traveler (CNT.com)
- Deadspin
- Direct Flight (Newsday.com)
- Elliot.org
- Europe Up Close
- Everything, Everywhere
- Everywhereist
- Examiner.com
- Eye For Travel
- Family Travel Forum
- Family Vacation (Shermans Travel.com)
- FATHOM
- Fodor's
- Forbes Travel
- Frommers
- Gadling
- Gawker
- Get Outta Here!
- Globorati

- Gothamist
- Hotel Chatter
- Hotel Scoop
- Huffington Post
- In Transit
- Jaunted
- Jezebel
- Johnny Jet's Travel Blog
- Life.Love.Couture
- Lonely Planet
- Shermans Travel.com
- Mark Kahler's Budget Travel Blog
- Momma's Gone City
- My Urban Sherpa
- New & Noteworthy
- New World Review
- OffMetro.com
- On the Go
- *Palm Beach Post*
- Petergreenberg.com
- Road Warrior Freelancer
- Smarter Travel
- T Magazine Blog
- Taking the Kids
- The cranky flier
- The Luxury Spot
- The Middle Seat Terminal
- The Vacation Gals
- The Window Seat
- The Verge
- Travel Agent Blogs
- Travel and Food Notes
- Travelpost
- Uptake Travel Blog
- USA Today
- Vagablond
- View from the Wing
- Walking Off the Big Apple
- Wanderlust
- Wandermelon.com
- World Hum Travel Blog

## **MEDIA CONTACT HIGHLIGHTS**

### **MTV**

MTV contacted Client and Agency to inquire about filming show on island. MTV to follow "Teen Mom" family on Royal Caribbean cruise and on-island. Agency worked with MTV and Client to fill out appropriate forms for filming.

### **LINDA LABAN, BOSTON GLOBE TRAVEL**

Laban writing holiday article on St. Peter's Church and requested images. Agency reached out to Client for more images for Laban.

### **JOYCE STEVENS, EXECUTIVE GOLFER**

Agency contacted by Executive Golfer for Bermuda cover story. Agency provided images of golf courses for article and tracking coverage.

### **STUART ELLIOT, NEW YORK TIMES**

Agency outreached to Stuart Elliot of the NY Times for placement of the brand launch. Elliot's article ran August 17<sup>th</sup>. Agency sent to Client for review.

## **PROJECTS/EVENTS**

### **BRAND LAUNCH UPDATE**

Agency drafted and released release for Brand Launch. Agency provided speaking points for the Minister for the launch in Bermuda. T. Gallagher attended launch in Bermuda.

### **GOLF CHANNEL INTERVIEW**

Agency informed Client of rescheduled date for Minister's interview with the Golf Channel. Agency drafted speaking points for Minister for interview. Interview took place on August 14<sup>th</sup>.

### **WPIX MORNING NEWS INTERVIEW – WEDNESDAY, SEPTEMBER 19 (TENTATIVE DATE)**

Agency in contact with WPIX Morning News to confirm date of interview with the Minister. Date originally proposed in August and then rescheduled by Client for September 13<sup>th</sup>. Client requested reschedule to September 19 to accommodate Minister's travel. Agency to draft speaking points.

## **MEDIA VISITS**

### **MARIA OLIA, PETER PAUPER PRESS**

Olia contacted Agency to inquire about itinerary in Bermuda. Agency provided list of attractions for her trip. Agency to follow up. Coverage slated for guide book.

### **KATHY WITT; EXAMINER – SEPTEMBER 12 – 14**

Agency contacted by Kathy Witt regarding upcoming Bermuda trip. Agency provided possible list of ideas for her visit. Witt postponed trip. Agency to follow up for future trip.

## **GROUPS INDIVIDUAL VISIT**

Agency to push for groups and incentives individual media trips to the island. Communications continue.

## **PRESS TRIPS**

### **CUP MATCH PRESS TRIP – AUGUST 2-5, 2012**

Agency secured media for the Cup Match Press Trip:

- Vanessa Pinniger, *Vancouver Sun*
- Linda Nathan, *New York Magazine*
- Rebecca Prusinowski, *Paper Magazine*
- Alison Lewis, *Healthy Travel*
- Stephen Choo Quan, *Trinijunglejuice.com*

K. Hutton attended press trip. Agency following up for coverage and updating Client as appropriate.

### **PGA GRAND SLAM PRESS TRIP – OCTOBER 22-24**

Agency sent out invitation to target media list. Agency securing media and liaising with on-island team for itinerary.

## **HOT TIPS**

Agency provided the following “HOT TIPS” media leads and contacts to the client.

**Lou Hammond & Associates** was seeking any information from hotels and restaurants on October's National Seafood Month. Agency to pitch responses.

## **EDITORIAL CALENDAR**

Agency forwarded the following editorial calendar opportunities on behalf of Bermuda Department of Tourism.

<i>AARP The Magazine</i>	Travel and leisure: Peter Greenberg's value travel.
<i>AARP The Magazine</i>	Travel and leisure: trip of your lifetime
<i>American Way</i>	Briefs: a destination
<i>Baltimore Magazine</i>	Special section: travel planner
<i>Chicago Parent</i>	Going Places
<i>Chicago Tribune</i>	Travel special section: golf

<i>Condé Nast Traveler</i>	Dream vacations issue
CS	Fall and winter travel: dream destinations around the world and in your backyard
<i>D Magazine</i>	Special advertising section: winter travel planner
<i>Destination Weddings &amp; Honeymoons</i>	Special bonus issue: 2013 honeymoon preview
Florida Trend	Getaways
Food Arts	Traveling Stomach: cuisine
Global Traveler	Features and close-up: food flight and airline initiatives to offer on in-flight fine
<i>Golf Digest</i>	The travel issue: from seaside, desert and mountain, learning the best couples trips, latest travel gear and top apps you can't leave home without.
<i>The Improper Bostonian</i>	Escapes
<i>M&amp;C: Meetings and Conventions</i>	Custom publishing: ultimate
OC Family	Directories and special sections: fall family fun and travel
Recreation News	Monthly columns: family travel
Sasee	Editorial features: honeymoons
<i>Sports Illustrated</i>	Special Sections and targeted editions: golf plus
<i>Travel Agent Magazine</i>	Accommodations: hotel and resort spas

####



**LOU HAMMOND & ASSOCIATES**

**DATE:** October 10, 2012

**TO:** William Griffith; Ann Shutte; Amanda Dempsey; Ann White; Stacey Evans;  
Ernestine Evans-Caines  
Bermuda Department of Tourism

**FROM:** Kristin Hutton; Lauren Pike; Christa Romano  
Lou Hammond & Associates

**CC:** Lou Hammond; Stephen Hammond; Terence Gallagher

**RE:** Activity Report – September 2012

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Bermuda Department of Tourism for the month of September 2012.

**GENERAL ACTIVITIES**

Agency participated in weekly conference calls with client and provided agendas and call reports on the same.

Agency continues to update LH&A Facebook, Twitter and Bermuda Twitter pages as well as LH&A website with client releases and images.

Agency provided client with relevant media clips.

**WRITTEN MATERIALS**

**BERMUDA RESORTS OFFERING EXCLUSIVE DEALS TO VISITING CORPORATE GROUPS**

Agency drafted and sent to client for approval.

**TWO-FOR-ONE SPECIAL OFFERED FOR PGA GRAND SLAM OF GOLF IN BERMUDA**

Agency drafted and sent to client for approval.

**SEEING IS BELIEVING FOR INTERNATIONAL MEDIA AS DEPARTMENT OF TOURISM SHOWCASES THE DESTINATION**

Agency drafted release and sent for on-island distribution.

**MINISTER OF BUSINESS DEVELOPMENT AND TOURISM FURBERT PROMOTES  
BERMUDA IN MULTIPLE NEW YORK CITY MEDIA OPPORTUNITIES**

Agency drafted and sent to Client for approval.

**MINISTER FURBERT VISITS HAMBURG, PROMOTING BERMUDA AS TOURIST  
DESTINATION**

Agency drafted.

**BERMUDA ALL CLEAR AFTER TROPICAL STORM LESLIE PASSES**

Agency drafted.

**BERMUDA TRAVELERS TO ENJOY SPORTING EVENTS AND ACTIVE TRAVEL  
THIS NOVEMBER & DECEMBER**

Agency drafted.

Agency developed speaking and/or copy points regarding the following:

- **WPIX MORNING NEWS INTERVIEW – September 21**

**KEY HIGHLIGHTS/COVERAGE**

**Boston Globe – Get It While It's Still Warm**

**GoodLife Report – Bermuda Like a Native**

**M&C – Four Great Incentive Destinations**

**Metro – Basking in Bermuda**

**Travel Weekly – Bermuda Campaign**

**NEWS BUREAU**

Agency sent a release on the PGA Grand Slam to target media. A media sampling includes:

- About.com
- *AM New York*
- AOL
- Associated Press
- *Atlanta Journal-Constitution*
- *avidgolfer*
- *Baltimore Sun*
- *Boston Globe*
- BudgetTravel.com
- *Business Travel News*
- *Canadian Travel Press*
- *Chicago Sun-Times*
- *Chicago Tribune*
- CNN

- Concierge.com
- Daily Candy
- ESPN Golf Blog
- *Executive Golfer*
- *Fairways & Greens East*
- *Fore*
- Frommers.com
- Gadling
- *Golf Digest*
- *Golf Fitness Magazine*
- *Golf Magazine*
- *Golf Resort News*
- *Golf Tips*
- *Golf Today Magazine*
- *Golf Traveler*
- GolfChannel.com
- *Golfer's Guide*
- *Golfing Magazine*
- *GolfStyles New England*
- *Golfweek*
- *Hartford Courant*
- *Houston Chronicle*
- *Links Magazine*
- *Metro Boston*
- *Miami Herald*
- *Montreal Gazette*
- *New England Golf Monthly*
- *New York Daily News*
- *New York Post*
- *New York Times*
- *Nicklaus*
- NY1
- *Orlando Sentinel*
- *Ottawa Citizen*
- *Palm Beach Post*
- *Philadelphia Inquirer*
- ShermansTravel.com
- SmarterTravel.com
- *St. Louis Dispatch*
- *Star Tribune*
- *The 19th Hole*
- *The Golfer*
- *The Met Golfer*
- *Time Out NY*



- *Toronto Sun*
- Travelandleisure.com
- TravelingGolfer.net
- *USA Today*
- *Vancouver Sun*
- *Wall Street Journal*
- *Washington Post*
- WorldGolf.com
- Yahoo!

Agency sent a specialized pitch on updates for meetings. A media sampling includes:

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- About.com
- Access Hollywood
- *Adjorn*
- Agent@home
- *am New York*
- Associated Press
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- Business Travel news
- Celebrity Bulletin
- *Communications Arts*
- *Connect*
- *Convene*
- *Corporate Meetings & Incentives*
- *Courier*
- *Executive Travel*
- FOXNews.com
- Gawker
- *Gothamist*
- *Hispanic Meetings and Travel*
- Huffington Post
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- iVillage.com
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- Carry On (T&L)
- Chris Around the World
- Christabelle's Closet – The Blog
- CNBC Road Warrior
- *CNT*
- Conde Nast Traveler, Perrin Post
- Daily Beast
- Daily Traveler (CNT.com)
- Deadspin
- Direct Flight (Newsday.com)
- Elliot.org
- Europe Up Close
- Everything, Everywhere
- Everywhereist
- Examiner.com

- Eye For Travel
- Family Travel Forum
- Family Vacation (Shermans Travel.com)
- FATHOM
- Fodor's
- Forbes Travel
- Frommers
- Gadling
- Gawker
- Get Outta Here!
- Globorati
- Gothamist
- Hotel Chatter
- Hotel Scoop
- Huffington Post
- In Transit
- Jaunted
- Jezebel
- Johnny Jet's Travel Blog
- Life.Love.Couture
- Lonely Planet
- Shermans Travel.com
- Mark Kahler's Budget Travel Blog
- Momma's Gone City
- My Urban Sherpa
- New & Noteworthy
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- OffMetro.com
- On the Go
- *Palm Beach Post*
- Petergreenberg.com
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- The Window Seat
- The Verge
- Travel Agent Blogs
- Travel and Food Notes
- Travelpost

- Uptake Travel Blog
- USA Today
- Vagablon
- View from the Wing
- Walking Off the Big Apple
- Wanderlust
- Wandermelon.com
- World Hum Travel Blog

## **MEDIA CONTACT HIGHLIGHTS**

### **CONDE NAST TRAVELER READER'S CHOICE LUNCHEON**

Agency sent images to Condé Nast Traveler for Reader's Choice luncheon presentation.

### **LINDA LABAN – BOSTON GLOBE TRAVEL**

Agency assisted Laban on holiday article for the Boston Globe and sent images for inclusion in article.

### **MARIA OLIA – PETER PAUPER PRESS & GLOBE PEQUOT PRESS**

Agency provided Olia with information for visit to Bermuda to be included in guidebooks.

### **GAY NAGLE MYERS – TRAVEL WEEKLY**

Agency worked with Myers for article featured in Travel Weekly. Agency sent resulting coverage to Client.

### **FROMMER'S**

Agency contacted person in charge of content at Frommer's to possibly have gay advisory removed and the US State Department warning removed. Agency continuing to follow up.

### **INCENTIVES/SUCCESSFUL MEETINGS**

Agency drafted responses to questions for Incentives/Successful Meetings article. Agency to track resulting coverage.

### **BOB CURLEY, ABOUT.COM**

Agency contacted by Bob Curley regarding weekly events in Bermuda. Agency sent over information on Harbor Nights.

### **FODOR'S**

Agency reached out to Fodor's to discuss comment regarding safety for tourists on Court Street.

## **PROJECTS/EVENTS**

### **HURRICANE LESLIE**

Agency drafted updates for Hurricane Leslie and brainstormed ways to be prepared for future incremental weather.

#### **BERMUDA PARTNERSHIP SUMMIT**

Agency drafted consumer and trade letters for Minister and sent to Client for approval. Letters to be included in handout book at Bermuda Partnership Summit.

#### **TORONTO MEDIA LUNCHEON**

Agency secured location, created list and invite, and followed up with media. Luncheon was cancelled due to Minister's travel schedule. Agency informed Client that as a result of cancelling within 14 days, they lose the deposit. Client to reschedule based on Minister's availability.

#### **CTO MEDIA MARKETPLACE – OCTOBER 25**

Agency informed Client of CTO Media Marketplace in Toronto October 25<sup>th</sup>. Agency to work with Nicole and Robin to secure USBs, banners, etc. for event.

#### **WPIX MORNING NEWS INTERVIEW – SEPTEMBER 19**

Agency coordinated with W. Griffith to confirm date for Minister's interview with WPIX Morning News. K. Hutton accompanied Minister and W. Griffith to interview.

#### **STEDMAN GRAHAM**

Agency/Client liaised with Stedman Graham's team to coordinate sponsorship of celebrity charity golf tournament. Graham's team has sent out invitations and are updating Agency on responses. Agency/Client drafted expectations for sponsorship which was signed by all parties. Golf tournament scheduled for October 25<sup>th</sup>.

#### **SOCIAL MEDIA TWITTER CHATS**

Agency created proposal for possible future Twitter chats. Agency tracked other Twitter chats for further ideas. Agency/Client participated in the conference calls to continue brainstorming.

#### **CELEBRITY OUTREACH**

Agency drafted list of possible celebrities to outreach for visits to the island. Agency sent to Client for review and making revisions based on critiques. Agency to include costs for each celebrity.

#### **SPRING BREAK LANDING PAGE**

Agency provided text for Spring Break landing page. Page to go live on Friday October 5<sup>th</sup>.

#### **ANN SHUTTE DESKSIDES**

Agency sent possible list of desksides to A. Shutte for review. Agency to liaise for A. Shutte's schedule.

#### **CONVERSATIONS WITH LEADERS IN LUXURY – SEPTEMBER 18**

K. Hutton to accompany to Luxury Marketing Council lunch and interview. No speaking points needed. K. Hutton arrived to lunch to learn it was cancelled. T. Gallagher accompanied to interview the following day.

## **MEDIA VISITS**

### **JOE PASSOV, GOLF MAGAZINE**

Joe Passov visited island and informed agency of positive trip. Agency tracking resulting coverage.

## **PRESS TRIPS**

### **PGA GRAND SLAM PRESS TRIP – OCTOBER 22-24**

Agency sent out invitation to target media list. Agency has possible media from:

- GolfChannel.com
- African American Golfer's Digest
- Golf Week/Chicago District Golfer
- Golf Today Magazine
- Arizona Fairways/The Golf Guide

Agency booking flights and drafting itinerary.

## **HOT TIPS**

Agency provided the following "HOT TIPS" media leads and contacts to the client.

**Lou Hammond & Associates** was seeking any information from hotels and restaurants on holiday events in Bermuda. Agency to pitch responses.

## **EDITORIAL CALENDAR**

Agency forwarded the following editorial calendar opportunities on behalf of Bermuda Department of Tourism.

<i>Air Force Times</i>	Rotating feature: travel.
<i>American Profile</i>	Web exclusives: weekend getaways
<i>The Boston Globe</i>	Travel: Cruise
<i>Coast Magazine</i>	Editorial: Holiday getaways
<i>Coast Magazine</i>	In every issue: travel; luxury vacation locales near and far.
<i>DMagazine</i>	Special advertising section: winter travel planner.
<i>Destinations Weddings and Honeymoons</i>	Worldwide guide to destination weddings: top destinations, hotels, resorts, inns, locales and vendors.
<i>Fairways &amp; Greens</i>	The best of everything issue: best golf courses.
<i>Fairways &amp; Greens</i>	The best of everything issue:

	destinations.
<i>Fairways &amp; Greens</i>	The best of everything issue: spas.
<i>Golf Georgia</i>	Special section: destination golf: special advertising section will focus on resorts to visit.
<i>Golf Georgia</i>	First feature: travel: an in-depth review of a specific golf and travel destination property or area of interest.
<i>New York</i>	Issue theme: winter travel.
<i>Outdoor Photographer</i>	Every issue focuses on travel.
<i>Passport</i>	Holiday travel and gift guide.
<i>South Florida Sun Sentinel</i>	Destinations: land and sea.
<i>Travel Agent Magazine</i>	Niche, theme and tours: business travel.
<i>Travel Agent Magazine</i>	Accommodations: hotel and resort spas.
<i>Travelgirl</i>	In every issue: girlfriend getaways.
<i>Travelgirl</i>	In every issue: blissful spa reviews.
<i>Travelgirl</i>	Editorial: peaceful retreats.
<i>USA Today</i>	Travel: leisure travel cover story.
<i>USA Today</i>	Travel: 10 great places
<i>USA Today</i>	Travel: cruise.
<i>Vogue</i>	On vacation.

####



**LOU HAMMOND & ASSOCIATES**

**DATE:** November 10, 2012

**TO:** William Griffith; Ann Shutte; Amanda Dempsey; Ann White; Stacey Evans;  
Ernestine Evans-Caines  
Bermuda Department of Tourism

**FROM:** Kristin Hutton; Lauren Pike; Christa Romano  
Lou Hammond & Associates

**CC:** Lou Hammond; Stephen Hammond; Terence Gallagher

**RE:** Activity Report – October 2012

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Bermuda Department of Tourism for the month of October 2012.

**GENERAL ACTIVITIES**

Agency participated in weekly conference calls with client and provided agendas and call reports on the same.

Agency continues to update LH&A Facebook, Twitter and Bermuda Twitter pages as well as LH&A website with client releases and images.

Agency provided client with relevant media clips.

**WRITTEN MATERIALS**

**BERMUDA RESORTS OFFERING EXCLUSIVE DEALS TO VISITING CORPORATE GROUPS**

Agency drafted and released to target media.

**NEW MULTI-MEDIA CAMPAIGN FROM BERMUDA DEPARTMENT OF TOURISM LAUNCHES WITH INTERNATIONAL SUCCESS**

Agency drafted and sent to Client for approval.

**BERMUDA TRAVELERS TO ENJOY SPORTING EVENTS AND ACTIVE TRAVEL THIS NOVEMBER & DECEMBER**

Agency drafted and released to target media



**CELEBRITY ATHLETES, BUSINESS INFLUENCERS, MEDIA VISIT ISLAND  
DURING PGA GRAND SLAM OF GOLF WEEK**

Agency drafted for on-island release.

**CONDE NAST TRAVELER READERS AGAIN SELECT BERMUDA AS "BEST  
ISLAND" IN THE CARIBBEAN AND ATLANTIC**

Agency drafted for on-island release.

Agency developed speaking and/or copy points regarding the following:

- **EXECUTIVE WOMEN'S GOLF ASSOCIATION RECEPTION – October 20, 2012**
- **MINISTER FURBERT SPEAKING POINTS – October 4, 2012**
- **PGA GRAND SLAM OF GOLF CHAMPIONS DINNER – October 23, 2012**
- **PGA GRAND SLAM OF GOLF WELCOME RECEPTION – October 21, 2012**
- **BERMUDA FACTS FOR GOLF CHANNEL MORNING DRIVESHOW – October 15, 2012**

**KEY HIGHLIGHTS/COVERAGE**

**Bermuda Sun** – Bermuda wins "Best Island" in Travel Mag

**Caribbean Travel + Life** – 10 Top Spas that go far beyond the mud rub

**GolfChannel.com** – Golf in Bermuda: A colorful array of challenging courses and island scenery

**Golf Magazine** – Travelin' Joe

**Jetsettersblog** – Bermuda PGA Grand Slam of Golf Packages

**TravelPulse** – Bermuda Department of Tourism offers PGA Grand Slam of Golf Packages

**NEWS BUREAU**

Agency sent a release on the She Rox/World Rugby Classic/Goodwill Golf Tournament to target media. A media sampling includes:

- About.com
- *AM New York*
- AOL
- Associated Press
- *Atlanta Journal-Constitution*
- *avidgolfer*
- *Baltimore Sun*
- *Boston Globe*
- BudgetTravel.com
- *Business Travel News*
- *Canadian Travel Press*
- *Chicago Sun-Times*

- *Chicago Tribune*
- CNN
- Concierge.com
- Daily Candy
- ESPN Golf Blog
- *Executive Golfer*
- *Fairways & Greens East*
- *Fore*
- Frommers.com
- Gadling
- *Golf Digest*
- *Golf Fitness Magazine*
- *Golf Magazine*
- *Golf Resort News*
- *Golf Tips*
- *Golf Today Magazine*
- *Golf Traveler*
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### **MEDIA CONTACT HIGHLIGHTS**

#### **EMILY KAUFMAN – SATELLITE MEDIA TOUR**

Agency discussed possible satellite media tour with traveling mom, Emily Kaufman. Kaufman to be doing interviews with morning shows and would discuss Bermuda.

#### **MEETINGS & CONVENTIONS ADVERTORIAL**

Agency drafted and submitted text for Meetings & Conventions Advertorial. Agency shared resulting coverage.

#### **SUCCESSFUL MEETINGS**

Agency drafted text for Successful Meetings article. Agency shared resulting coverage.

#### **PETER GREENBERG TRAVEL DETECTIVE**

Agency contacted by producer of Peter Greenberg's new PBS show. Footage from "Hidden Gems" will be featured on a segment on the new show. Agency to update Client with coverage as appropriate.

#### **RUNNING HD SERIES**

Agency provided B-roll of island for December edition of Running HD on the Bermuda Marathon.

#### **NY TIMES**

Agency sent information on new general manager at Cambridge Beaches as well as other updates they have at the resort. Agency following up with the journalist.

### **PROJECTS/EVENTS**

#### **PRESS KIT**

Agency worked with FuseIdeas to update the Press Kit on the website. Agency sent over most recent press releases for inclusion.

#### **MINISTER FURBERT'S SPEAKING POINTS**

Agency updated the Minister's speaking points. W. Griffith requested it be done on an ongoing basis. Agency to continue updating.

## **MONTHLY INTERAGENCY REPORT**

Agency began collaborating with other agencies to create a monthly interagency report to recap each month's highlights. Agency to continue each month.

## **PGA GRAND SLAM OF GOLF – GOLF CHANNEL/TNT**

Agency drafted fun facts for Gary Williams from the Golf Channel, and for TNT Broadcast. Agency also sent facts to Client for their usage.

## **STEDMAN GRAHAM GOLF TOURNAMENT**

Client sponsored Stedman Graham charity golf tournament. W. Griffith and A. Shutte approved and signed letter of agreement with Stedman Graham. Graham's team finalized athletes for the golf tournament. Agency worked with FuseIdeas on social media aspect. Agency liaised with Magnus to set-up on-island media/photographer. Agency orchestrated filming of video for website/blog. Agency to use images and video on social media channels and pitching to traditional media.

## **CTO TORONTO MEDIA MARKETPLACE – OCTOBER 25<sup>TH</sup>**

Agency worked with Robin and Ticole to have USBs, banners and gifts ready for CTO. C. Romano attended with Robin and updated Client upon return.

## **SOCIAL MEDIA – TWITTER CHATS**

Agency worked with FuseIdeas to coordinate upcoming Twitter Chat. Agency to host golf themed Twitter chat on November 15<sup>th</sup>. Agency to outreach to possible participants and host the chat.

## **ANN SHUTTE DESKSIDES**

Agency coordinating with Georgette to schedule desk-side meetings for A. Shutte with NY based media for November 19<sup>th</sup> and November 20<sup>th</sup>.

## **CELEBRITY OUTREACH**

Agency sent information on possible celebrities to target and Client provided feedback on list. Agency reached out to celebrity agents/managers and sent over information to contacts. Agency received interest from Tia Mowry for an appearance. Agency provided specifics to Client for consideration. Agency continuing outreach for other possible celebrities and continue to update with progress.

## **JAMES BEARD LUNCHEON**

Agency coordinating with James Beard House and Client to plan December 5<sup>th</sup> luncheon at the House. Agency confirmed Cambridge Beaches' Bermudian chef to participate. Agency working on booking flights, hotels and transportation for chef and assistants, drafting invite and outreaching to media.

## **PRESS TRIPS**

### **PGA GRAND SLAM PRESS TRIP – OCTOBER 23-26**

Agency secured media for PGA Grand Slam Press Trip and drafted itinerary. Agency liaised with on-island team to confirm logistics. Agency hosted trip and sent recap to team for review.

Media attendees included:

- GolfChannel.com
- African American Golfer's Digest
- Golf Today Magazine
- Arizona Fairways/The Golf Guide

Agency following up with media to determine resulting coverage.

### **FAIRMONT FAM – NOVEMBER 3**

Agency approached by Fairmont PR team to host island tour for small press group on November 3<sup>rd</sup>, 10 a.m. to 2 p.m. Client approved. Agency coordinated with Client on BDOT rep to host tour. Agency will follow up with Fairmont PR team post tour.

## **HOT TIPS**

Agency provided the following "HOT TIPS" media leads and contacts to the client.

**Lou Hammond & Associates** was seeking any information from hotels and restaurants on holiday events in Bermuda. Agency to pitch responses.

## **EDITORIAL CALENDAR**

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<i>AirForce Times</i>	Rotating feature: travel.
<i>Army Times</i>	Rotating feature: travel.
<i>Bakersfield Magazine</i>	Great getaways.
<i>The Boston Globe</i>	Travel: gay.
<i>C California Style</i>	Travel
<i>Carolinas Golf</i>	Editorial features: travel.
<i>Chicago Parent</i>	Going Places
<i>Chicago Tribune</i>	Travel special section: great places to make family holiday traditions away from home.
<i>Fairways &amp; Greens</i>	Golf and travel directory.
<i>Fast Lane Lifestyle Magazine</i>	Sexy Vacations
<i>The Globe and Mail</i>	Report title: sun and cruise.



<i>Insider Mag</i>	Health, fitness and spa.
<i>Insider Mag</i>	Warm weather destination roundup.
<i>The London Free Press</i>	Winter destinations.
<i>M&amp;C: Meetings and Conventions</i>	Editorial focus: spas.
<i>Metro Toronto</i>	Winter travel.
<i>MetroSource</i>	Travel.
<i>Travel Agent Magazine</i>	Accommodations: family travel.
USA Today	Travel: 10 great places.
USA Today	Travel: Cruises
The Wall Street Journal	Off duty: adventure and travel.

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